



Virginia Green Events



Earth Day Celebration at Mount Trashmore Virginia Beach, VA



Virginia Green is the Commonwealth of Virginia's campaign to promote environmentally-friendly practices in all aspects of Virginia's tourism industry. **Virginia Green** has established "core activities" specific to each sector of tourism, and these practices are considered the required minimum for participation in the program. However, **Virginia Green** encourages its participants to reduce their environmental impacts in all aspects of their operations, and this profile provides a full list of all their "green" activities. These are the activities that guests / customers can expect to find when they visit this facility.

Earth Day Celebration at Mount Trashmore

Mount Trashmore Park, once a landfill, is now one of Hampton Roads most visited outdoor spaces. Managed by Virginia Beach Parks & Recreation, this park's history and location make it the ideal setting for the Annual Earth Day Celebration in Virginia Beach. Virginia Beach Parks & Recreation's vision is a balanced, sustainable and value-focused system of parks, recreation and public spaces that create a sense of community.

The goal of the Earth Day Celebration at Mount Trashmore is to create an opportunity for citizens of our community to interact with local green businesses, non-profit organizations and governmental agencies in a fun, family atmosphere. We strive to showcase and promote a large variety of green practices in our community and encourage others to help make our world a healthier place. In addition, we would like to highlight our Department's and Festival's green efforts.

At this year's festival, food vendors are required to pledge to certain green requirements in order to be considered. This includes mandatory recycling, no Styrofoam use, minimizing the sales of beverages in plastic bottles, using food services with recycled content and using local products when possible. Exhibitors are also asked to reduce their waste while participating in the festival. Correspondence with vendors, exhibitors and entertainment is done electronically. Marketing focus is on social media over print.

Virginia Green Activities

This facility pledges that they:

Recycle.

- Have in place clearly marked recycling locations and/or containers. Please check the items that visitors to your facility are able to recycle: (*minimum of 2 required*)

- Aluminum cans
- Plastic bottles
- Paper
- Cardboard

Minimize the use of disposable food service products.

- Use disposable food service items that are made from bio-based, renewable materials
- Use disposable food service items that are made with recycled content

Printed Materials.

- Use electronic registration, correspondence, and forms instead of paper forms
- Print brochures and other printed items on recycled content paper
- Use soy-based inks
- Print all documents double-sided
- Purchase/use paper products with 30% or higher recycled-content

Waste Reduction.

- Track overall solid waste costs (*required for Virginia Green*)
- Chose a **location/venue** that shares a similar commitment to reducing its environmental impacts and include green specifics in contracting. Please provide the "green details" on the venue:
- Donate excess food from events
- Use non-bleached napkins and coffee filters
- Provide condiments, cream and sugar, etc. in bulk
- Use water pitchers to minimize the use of single-use bottles
- Avoid box lunches and service trays/platters of food instead
- Purchase recycled-content paper towels and toilet paper
- Provide for recycling of boxes and other set-up wastes
- Reuse or donate shipping and packing supplies (peanuts, bubble wrap, etc.)
- Purchase from vendors and service providers with a commitment to the environment

Green Signage.

- Have a link on our website to the Virginia Green Events webpage
 - Have a green event section on our events webpage highlighting all of our green activities
 - Have signs at the event registration which list all of our green activities
 - Use the Virginia Green logo on signs and on recycling containers
-



For more information on **Earth Day Celebration at Mount Trashmore**, see www.vbgov.com/earthday or contact Katie Whanger at kwhanger@vbgov.com or 757-385-4461.

For more information on the Virginia Green program, see www.deq.state.va.us/Programs/PollutionPrevention/VirginiaGreen.aspx.



Virginia Green is a partnership supported by the Virginia Department of Environmental Quality, the Virginia Hospitality & Tourism Association, and the Virginia Tourism Corporation.

